

Autumn Style Exhibit

At the M. & K. Rock Island



Autumn fashions introducing all the distinctive and popular styles of the season make up a wonderfully comprehensive display in the M. & K. Nor is it too much to say that nowhere else, even in the large cities, can one see such an extensive exposition of styles of the highest character at prices no higher than asked for garments of the ordinary kind.

Because our display is so very extensive we can show you a variety so large that we are able to meet every demand in style, utility and price and have numerous models to interest those who seek the most exclusive as well as those who want the least expensive.

Every model is a reflection of Fashion's latest trend and all the styles show the result of the art of master designers.

Realizing that tri-city women have been on the qui vive to know just what the season would bring we have arranged this unusual autumn style exhibit for their inspection and will welcome all who wish to take advantage of this opportunity to choose from this positively wonderful collection.

Disclosing All the Newest Ideas In

Gowns, Frocks, Coats, Suits, Waists, Shoes and Everything

In the Way of Feminine Apparel

Like the autumn woods the fashions have taken on the darker, richer and more brilliant hues of the fall season and these colors are emphasized in handsome materials employed in fashioning the beautiful garments which are finding general approval with all womankind.

Unusual Offering in Suits of the Latest Models

Special opening offering in suits at \$25 and \$39.50 in stunning styles to fit women and misses of all sizes. The materials, broadcloth, serge, gaberdine and velour are exceptional at this price and the suits come in all the desired shades.

Large line of exclusive styles ranging in price from \$48 by slow degrees up to handsome models at \$95.

BLOUSES to match all the favored colors in suits in imported Georgette, crepe de chine and taffetas. Large number of Forsythe tailored styles at \$4.95 and some very attractive waists as low as \$1.95, \$2.95 and \$3.95.

We are particularly proud of a wonderful new shipment of Bakst style waists which are exquisite creations of the designer's art, handsomely embroidered and in styles absolutely different than the ordinary type at prices ranging from \$7.50 to \$35. Do not fail to feast your eyes on these particular blouses.

We have never, nor have you ever, seen such marvelous coats as those which are making their debut at this autumn exhibit.

They are built of materials which are luxurious in softness, weave and coloring and the shades are real autumn ones, wine, a handsome Burgandy shade, browns and greens.

Imported velours, Bolivia cloth—a new and exceptionally beautiful material—imported Duveltyne and broadcloths are the most favored fabrics while the fur fabrics are also winning much admiration and approval.

Special opening offerings are the coats at \$25 and \$39.50 in very attractive styles.

Exclusive models, handsomely fur trimmed, at \$48, \$55, \$65, \$85 to \$150.

Popular priced styles at \$12.90, \$14.95, \$16.95 and \$22.50.

Big line of plush coats handsomely lined at \$19.95, \$25, \$39.50 to \$85.

FALL FOOTWEAR

Never were the styles in shoes more stunning for the two-toned boots, shoes with tops and bottoms of contrasting shades as well as some in two shades of the same colors, are especially fashionable.

We have an unusual line of these smart styles and are anxious that our tri-city patrons see what we have to offer. You can not realize how really beautiful they are until you have seen them.

Skirts of conservative length, which is the prediction for fall, require especially attractive footwear and your fall outfit will be incomplete without a pair of the two-toned styles.

For evening dresses the filmy materials are combined with handsome silks and heavy brocades and the creations which are the result are almost fairylike in their beauty.

The draped styles and tiered ruffle effects have lost none of their popularity and handsome laces, tulle, metallic trimmings and beaded motifs are used extensively in adornment of the gowns.

Charming Frocks for the Younger Set

Dancing frocks in charming styles made of taffetas of the beautiful pastel shades, which are especially becoming to young women and which are featured in the very girlish models, will be received with genuine enthusiasm by the younger set. Many of them are but \$15 and we have an excellent lot at \$25 and \$39.50.

Rich velvets, gorgeous brocades and heavy satins are much favored for afternoon wear and the dresses have long line draperies or full sweeping skirts with fitted waist and lavish fur trimming.

Frocks for afternoon and street wear in silks and satins are being featured in this opening exhibit and we have a wonderful line to offer at very accessible prices which range from \$14.95 to \$95.

Our enormous showing of serge dresses is attracting unusual attention for we have models that suit the taste of all who seek. Many are priced as low as \$14.95 and \$16.95 and others are \$19.95, \$22.50 and \$25.